

## METHOD AND SYSTEM FOR DISTRIBUTING TARGETED ADVERTISING

### ABSTRACT

The present invention provides an Internet based service that enables retailers to create and distribute promotions to customers based on profile criteria. These promotions are distributed to all types of wireless and mobile devices, as well as the Internet. This service also has the ability to track the reception and acceptance of the promotion from the end user, and provide the retailers with the ability to monitor the promotion activity to determine if it has been received and executed. The present invention also provides a method, computer program and system for distributing a promotion by selecting one or more subscribers to receive the promotion based on target subscriber information associated with the promotion and subscriber information associated with each subscriber, obtaining subscriber delivery information for each of the selected subscribers, and distributing the promotion to each of the selected subscribers based on the subscriber delivery information for the selected subscriber.